

ORDER



Orders
Order / Rev: 726346
Alt Order #: 06401457
Product Desc: MCCRORY FOR GOVERNOR
Estimate:
Flight Dates: 11/02/12 - 11/05/12
Original Date / Rev: 11/01/12 / 11/01/12
Order Type: Political

WFMY-TV

Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: McCrory for NC Governor
Demographic: A35+
Product Codes: PL-Governor
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	22	\$9,530.00	\$8,100.50
11/05/12	11/11/12	2	\$30.00	\$25.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	24	\$9,560.00	\$8,126.00	0.00
Totals	24	\$9,560.00	\$8,126.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	11/03/12	11/03/12	1205-105a Sat	CM	1205-105a	-----S-	:30	2	\$75.00	P-3	0.00	NM	2	\$150.00
				1205-105a Sat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2				\$75.00		0.00			
E 2	WFMY	11/02/12	11/02/12	M-F 5-6a	CM	5-6a	----F--	:30	2	\$120.00	P-2	0.00	NM	2	\$240.00
				5-6a GMS ROT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		2				\$120.00		0.00			
E 3	WFMY	11/02/12	11/02/12	M-F 6-8a	CM	6-8a	----F--	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
				Good Morning Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		2				\$130.00		0.00			
E 4	WFMY	11/03/12	11/03/12	Good Morning Show Sat	CM	6-9a	-----S-	:30	4	\$110.00	P-3	0.00	NM	4	\$440.00
				Good Morning Show Sa											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		4				\$110.00		0.00			
E 5	WFMY	11/03/12	11/03/12	NCAA Football Prime	CM	8-11p	-----S-	:30	4	\$750.00	P-3	0.00	NM	4	\$3,000.00
				SEC Football Prime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		4				\$750.00		0.00			
E 6	WFMY	11/04/12	11/04/12	Good Morning Show Sun	CM	6-9a	-----S	:30	4	\$110.00	P-3	0.00	NM	4	\$440.00
				Good Morning Show Su											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		4				\$110.00		0.00			

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 Product Desc: MCCRORY FOR GOVERNOR
 Estimate:

WFMY-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WFMY	11/04/12	11/04/12	NFL Football Game #1 NFL Football Game #1	CM	1-7p	-----S	:30	4	\$1,250.00	P-3	0.00	NM	4	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/29/12	11/04/12	-----S		4		\$1,250.00		0.00					
E 8	WFMY	11/05/12	11/05/12	M-F 430-5a Good Morning Show	CM	430-5a	M-----	:30	2	\$15.00	P-4	0.00	NM	2	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	11/05/12	11/11/12	M-----		2		\$15.00		0.00					
Totals														24	\$9,560.00